Entertainment '87

BRINGING CONCEPTS . . .

. . . TO REALITY

PROJECT STATUS REPORT
ANNUAL FRANCHISE CONVENTION 1987
SHOWBIZ PIZZA TIME, INC.

Prepared by Entertainment Support Services

E N T E R T A I N M E N T 1 9 8 7

Prepared by Entertainment Support Services

P R E F A C E

This booklet has been designed to provide the Franchisee with a written and pictorial overview of our on-going efforts in the field of Entertainment. Each project presented herein includes information regarding:

PROJECT STRATEGY
PROTOTYPE COST
TEST PLANS
ESTIMATED ROLL-OUT COSTS
PROJECTED TIME FRAMES
PICTORIAL EXAMPLES

Although most of this information will be conveyed in the presentations given during the convention, this booklet is intended to bring the convention home to the Franchisee's individual staff.

Many of the projects shown are the direct result of input and funding by the 1986/87 Entertainment Committee. In addition to the frequent new shows these projects represent your entertainment dollar at work.

The Company as well as the Entertainment Committee has dedicated itself this year to the task of pursuing the EVOLUTION of our entertainment. To this end, strategies were developed which each project must satisfy in order to be considered for test. Those strategies are:

1. Improve adult experience

2. Maintain or improve child experience

3. Strengthen "restaurant" perception in order to expand market potential

4. Plan for reasonable evolution

5. Be aware of available entertainment options and potential applications

6. Give customers a reason to visit more often

7. Conclude consumer research that focuses on the entertainment part of the business

The projects on the following pages combined with their intended usage represent concentrated efforts to embody those strategies and evolve our entertainment to it's next generation.

PROJECT: CONSUMER RESEARCH

STRATEGY: Identify target markets for entertainment

Determine likes and dislikes of current entertainment

Identify potential improvements

Evaluate impact on frequency

DESCRIPTION: Performed by Marketech, Inc. in November 1986 and conducted in the Dallas ShowBiz and Los Angeles Chuck E. Cheese markets.

Fourteen focus groups were conducted with frequent visitors only.

KEY FINDINGS: The target market is mothers with young children, for the show, and fathers with older children for the games.

Current entertainment "likes" are the show content, walkaround costumes, free activities, birthday parties and ticket dispensing attractions. "Dislikes" are cost, lighting and noise levels, show appearance, show format, and broken games.

POTENTIAL IMPROVE-MENTS:

CYBERVISION - Appeals to all ages, no change in frequency for Chuck E. Cheese.

NEW ANIMATED CHARACTERS - may possibly increase frequency only in ShowBiz.

LICENSED CHARACTERS - appeal to all ages, Yogi Bear was the best choice of those presented.

BIRTHDAY PARTIES - Needs it's own area and entertainment.

KID-POWERED RIDES - Enthusiastically accepted with reservations regarding supervision.

ADD VARIETY - Suggested by most every group.

RECOMMENDATIONS

* PRODUCE SHOWS FOR MOTHERS
* PROVIDE GAMES/RIDES FOR FATHERS AND KIDS FOUR AND UP
* INCREASE FREE ACTIVITIES
* USE WALKAROUNDS MORE
* INCREASE GAMES WITH TICKETS
* MAKE CHANGES IN LIGHT/SOUND
* UPDATE AND ADD VARIETY TO SHOWROOM
* ADD DIFFERENT CHARACTERS TO SHOWBIZ
* IMPROVE BIRTHDAYS

PROJECT: LICENSED CHARACTER -- YOGI BEAR

STRATEGY: To introduce a character with adult recognition and nostalgic popularity, yet which would maintain children's interest.

To add a major new visual element to the show which would complement and reinforce the importance of our existing characters.

To create advertising opportunities geared towards entertainment.

DESCRIPTION: One year license obtained from Taft Merchandising Group, Inc. in April 1987 to test market "The Yogi Show" in three locations selected by Taft:

- OMAHA, NE
- AUGUSTA, GA
- COLORADO SPRINGS, CO

COST OF PROTOTYPE: License fee of $40,000.00 to Taft.

Cosmetic prototype cost of $45,000.00 to C.P.I. for 3 complete sets of "The Yogi Show", for Showbiz which includes the following:

- Yogi Bear Cosmetic and Mechanical Retrofit
- Boo Boo Cosmetic and Mechanical Retrofit
- Jellystone Sign, Rock and Picnic Backet

Software cost of $35,000.00 to produce a special tape in-house using talent approved by Taft, Inc.

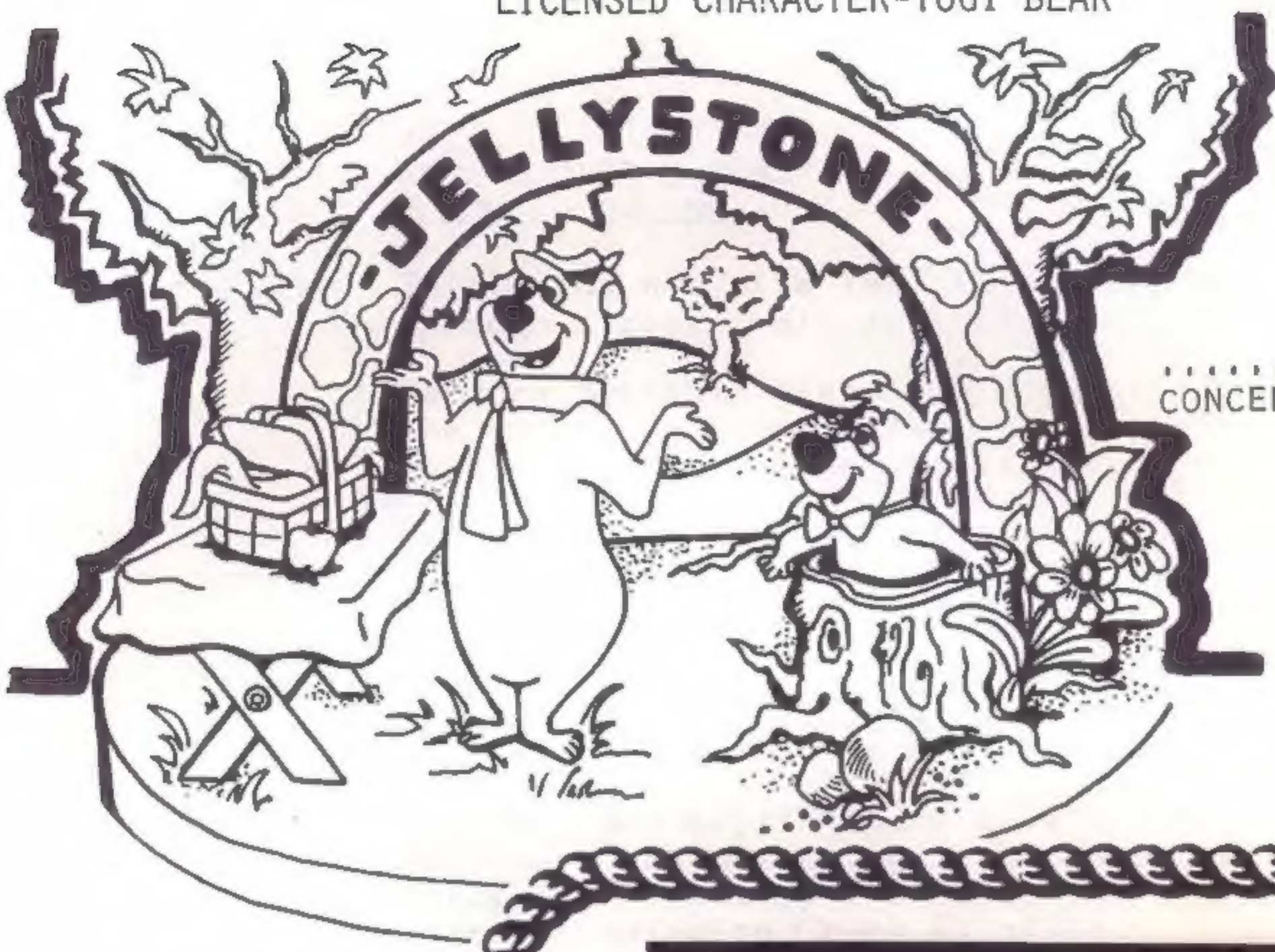
Total cost of $120,000.00 to test Yogi in 3 locations.

TEST INFORMATION: To be installed by June 15, 1987

SOURCE OF FUNDS: Entertainment Fund

ESTIMATED ROLL-OUT COST: A one-time cost per location of $6,000.00 for the cosmetics and an annual license fee of $2,500.00 if rolled system-wide to both ShowBiz and Chuck E. Cheese.

LICENSED CHARACTER-YOGI BEAR



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PROJECT: FULL-BODIED CHARACTERS AND NEW STAGE FOR CHUCK E. CHEESE

STRATEGY: To breathe new life into the existing animation through a series of reasonable low-cost steps.

To more smoothly blend the entertainment into the dining experience, while increasing it's appeal to children and adults .

To set the stage for continual change and variety in entertainment, encouraging more frequent customer visits.

DESCRIPTION: Designed and created "bottom halves" for the three center stage characters which are inexpensive to produce and easy to install.

Designed and built "Chuck E.'s House" -- a warm and welcoming front porch setting occupying virtually the same area as the standard existing Chuck E. stage.

COST OF PROTOTYPE: Cosmetic character designs and prototypes built in-house; first production version built for $3,000.00 by C.P.I.

"Chuck E.'s House" built by Gene Patrick Productions, Inc. for $16,500.00 not including demolition.

TEST INFORMATION: Installed in Chuck E. Cheese at Arlington, TX on February 1, 1987.

Installed in the new Chuck E. Cheese franchise location of Eau Claire, WI, April 28, 1987.

SOURCE OF FUNDS: Entertainment Fund, with demolition costs funded by Corporate.

ESTIMATED ROLL-OUT COST: $2,500.00 for "bottom halves" of all 3 characters.

"Chuck E.s House" is being re-designed in modular panels adaptable to various ceiling heights. Plans will be ready for bid within 30 days. Targeted cost is $8,000.00.

FULL-BODIED CHARACTERS FOR CHUCK E. CHEESE

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PROJECT: "S. T. V."

STRATEGY: To enhance the birthday experience while at the same time entertaining our regular customers.

To provide a memorable personalized keepsake of a visit to ShowBiz.

To add incremental sales.

DESCRIPTION: The subject selects the film short in which he/she wishes to star from a number of proposed choices.

A fixed video camera films the subject enacting a series of simple moves, aided by an instructional audio tape and a showroom attendant. The final film version, with the subject automatically spliced into the appropriate scenes, is viewed on a large screen while being filmed. When filming is complete the tape automatically rewinds.

It can then be sold or simply erased by the next filming.

COST OF PROTOTYPES: Hardware - $8,100.00

Software - $6,500.00

TEST INFORMATION: Will be operational in one test location by June 1, 1987.

SOURCE OF FUNDS: Entertainment Fund

ESTIMATED ROLL-OUT COST: $5,000.00 for an operational unit not including lighting, set or props. Cost of blank tapes is approximately $2.50 each.

EXAMPLE: The best example of this attraction is to have a tape made of yourself at our booth set up at the convention!

SHOWBIZ T.V.

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PROJECT:	SHOWROOM REMODEL
STRATEGY:	To create a more enjoyable and memorable dining experience. To design a setting into which to introduce a variety of "Surprises". To offer a range of entertainment options throughout the room designed to complement rather than compete with each other. To provide alternatives for entertaining birthday parties. To build a prototype of a showroom concept for consideration in new construction.
DESCRIPTION:	The theme of "Hometown Square" was selected. A full set of detailed construction drawings of modular three-dimensional store fronts and props have been completed by Design Source, Inc.
COST OF PROTOTYPE:	Targeted cost is not to exceed $20,000. Blueprints will be out for bid within 10 days. (cost does not include ordinary remodel expense such as carpeting).
TEST INFORMATION:	The test location will be Chuck E. Cheese in Arlington, Tx. The existing doors, windows and floor elevations have been used to their best advantage and incorporated into the plans in an effort to minimize construction costs. Landlord approval is pending.
SOURCE OF FUNDS:	ShowBiz Corporate
ESTIMATED ROLL-OUT COSTS:	Cost per location will be determined mainly by the size of the showroom. Targeted cost for a 10' x 10' module is $2,000.

SHOWROOM REMODEL

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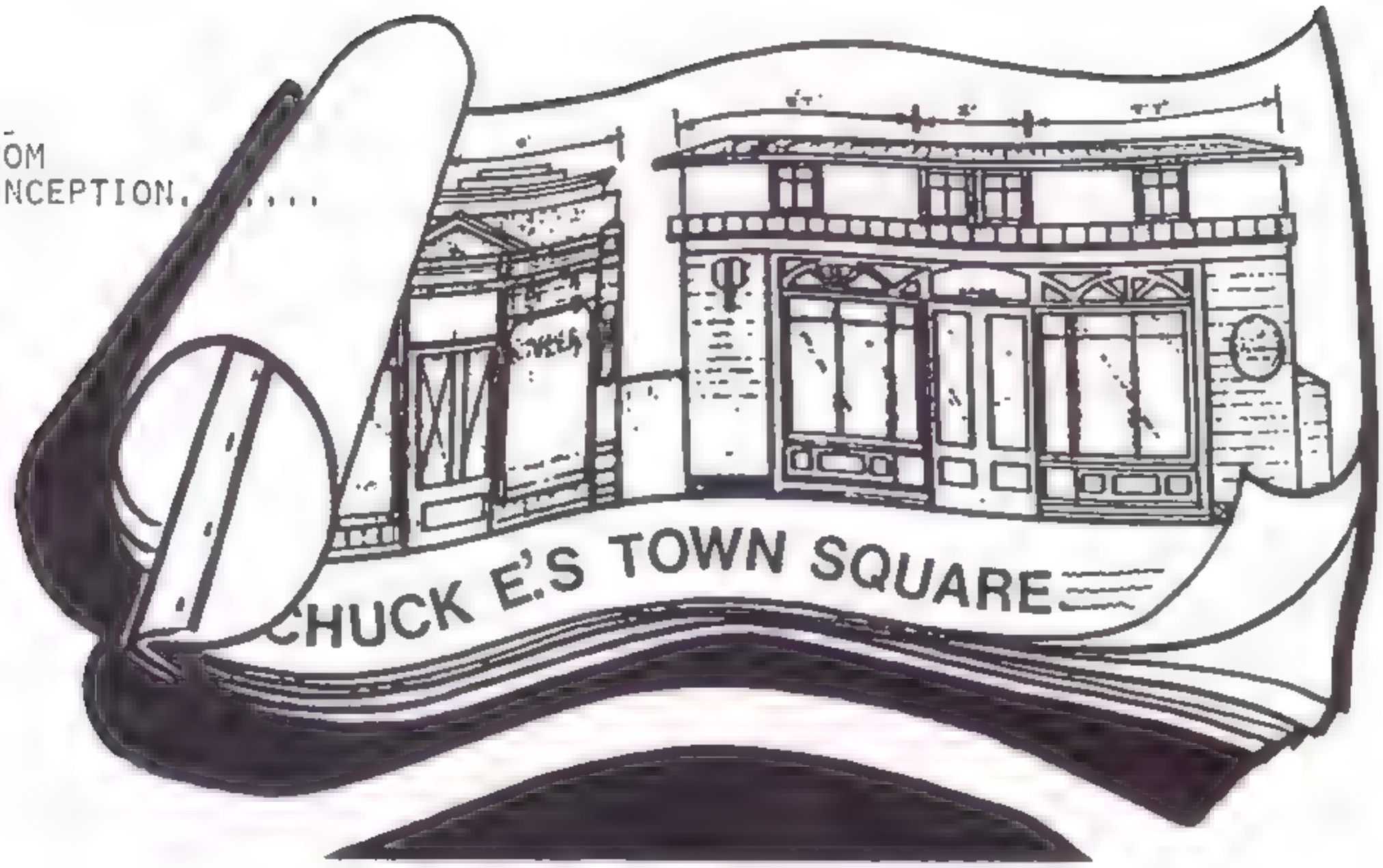

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PROJECT: "SURPRISES"

STRATEGY: To add variety and "the element of the unexpected" to our current entertainment.

Enhance the showroom ambience

To de-emphasize the central stage show, while spreading subtle animation effects throughout the showroom in a way which is more conducive to dining.

To evolve the entertainment in reasonable cost-effective steps.

DESCRIPTION: A variety of effects have been explored which can be used either as stand-alone attractions or incorporated into the "Town Square" remodel format.

FOLLOWING ARE FOUR EXAMPLES OF "SURPRISES".

"SURPRISES"
EXAMPLE 1: VIDEO WALL

DESCRIPTION: A bank of 9-26" color monitors stacked in a 3 x 3 display which can utilize commercially available tape footage, custom tapes or a live camera. Programming capabilities include image splitting, freeze frames, color washes and image sequencing. The Video Wall can be used to replace the Family Vision screen or as a medium for displaying "S.T.V.".

COST OF PROTOTYPE: $41,000.00 for a standard unit with all available options and custom programming from Electrosonic.

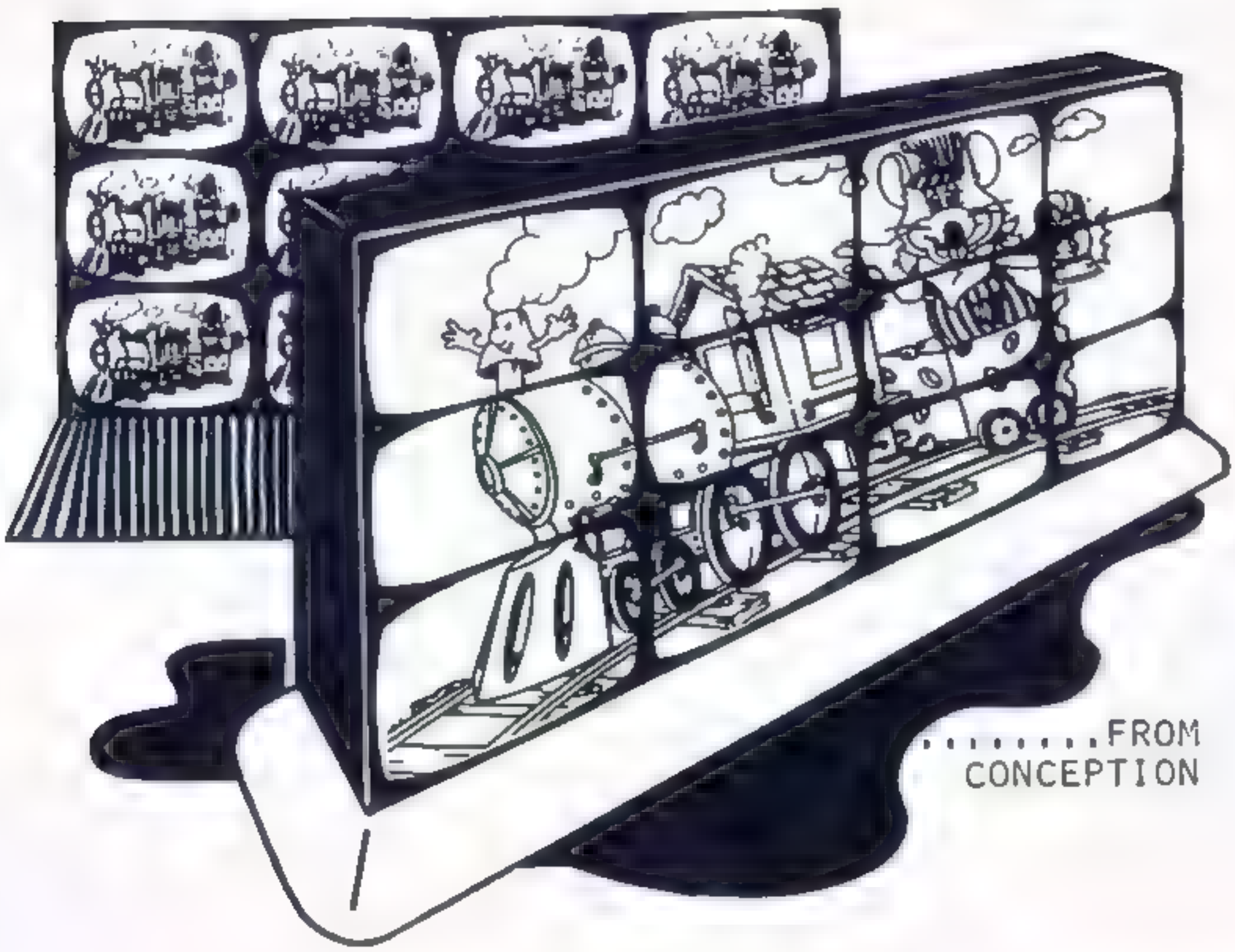
TEST INFORMATION: Ready for test, site yet to be determined.

SOURCE OF FUNDS: Entertainment Fund

ESTIMATED	5 - 10 UNITS	$25,000.00
ROLL-OUT	11 - 50 UNITS	23,000.00
COST:	51 - 100 UNITS	21,000.00
100	OR MORE UNITS	20,000.00

(This is a 30-day quote and may vary slightly with the dollar/pound ratio.)

"SURPRISES" - VIDEO WALL



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"SURPRISES"
EXAMPLE 2: ANIMATED OBJECTS, I.E. "TALKING FLOWERS"

DESCRIPTION: Ordinary every day objects come to life in an apparently random fashion. Simple mechanical devices and limited movements minimize the cost yet maximize the effect through the element of surprise. The amount of off-the-shelf items which could potentially be animated is limitless.

COST OF PROTOTYPE: Built in-house using flowers from an original ShowBiz "One Stage" show.

TEST INFORMATION: Ready to be installed in the Chuck E. Cheese in Arlington, TX.

SOURCE OF FUNDS: Entertainment Fund

ESTIMATED ROLL-OUT COST: Targeted average cost of each animated object is between $250 - $1,000 each.

"SURPRISES" - ANIMATED OBJECTS, I.E. "TALKING FLOWERS"

.....FROM CONCEPTION

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"SURPRISES"
EXAMPLE 3: "BUBBLE WALL"

DESCRIPTION: Narrow plexiglass, water-filled tanks containing airlines are fitted with a variety of nozzles. When programmed to music the tanks produce bubbles of different sizes, which float to the top with different speed and duration. Can be used as dividers between booths or as a "Surprise" in a Town Square pet store.

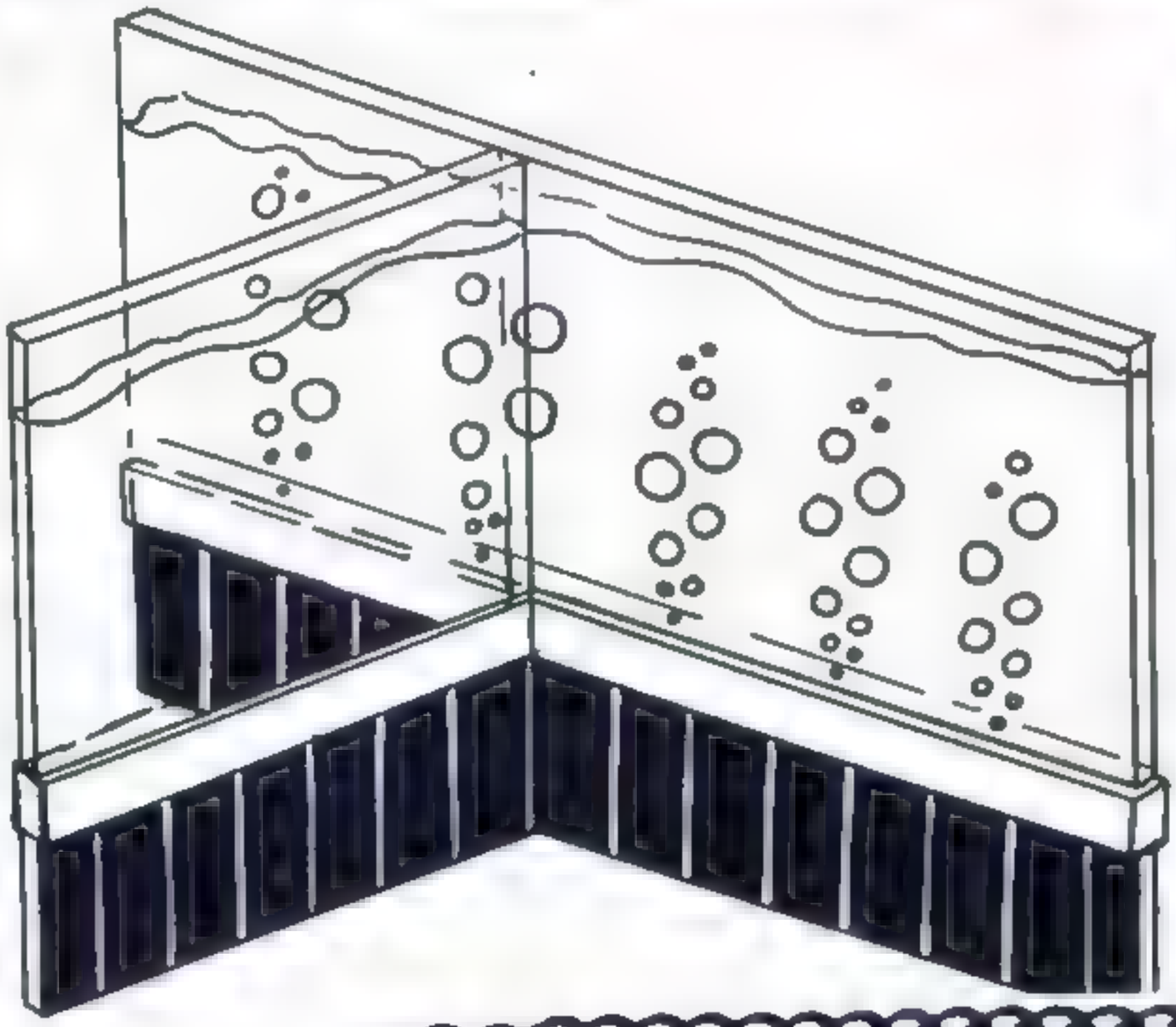
COST OF PROTOTYPE: $2,000.00 for two tanks built by the Design Source, Inc.

TEST INFORMATION: Ready for test; site to be determined.

SOURCE OF FUNDS: Entertainment Fund

ESTIMATED ROLL-OUT COST: $750.00 per tank

"SURPRISES" - BUBBLE WALL



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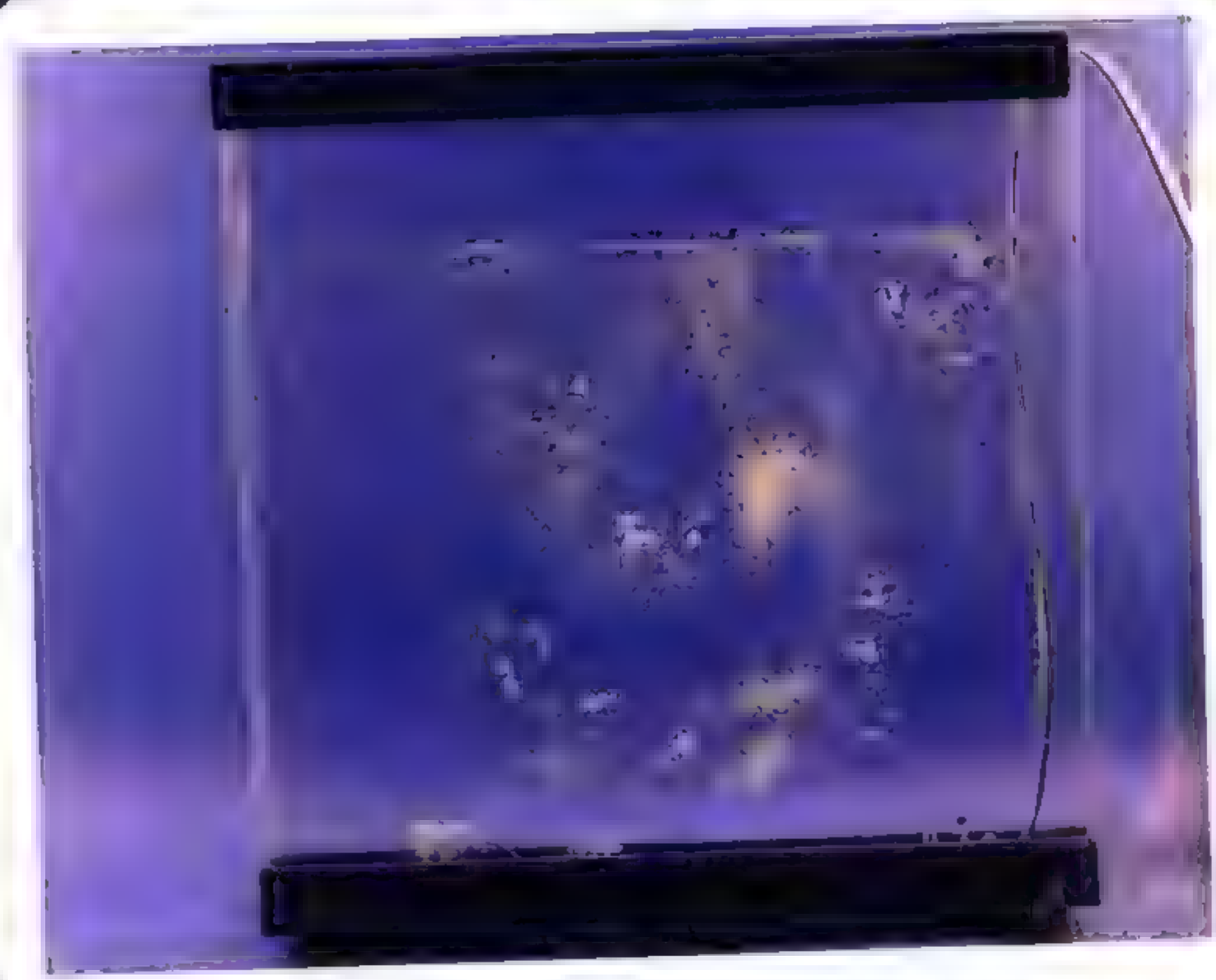


"SURPRISES"
EXAMPLE 4: "PEPPER'S GHOST"

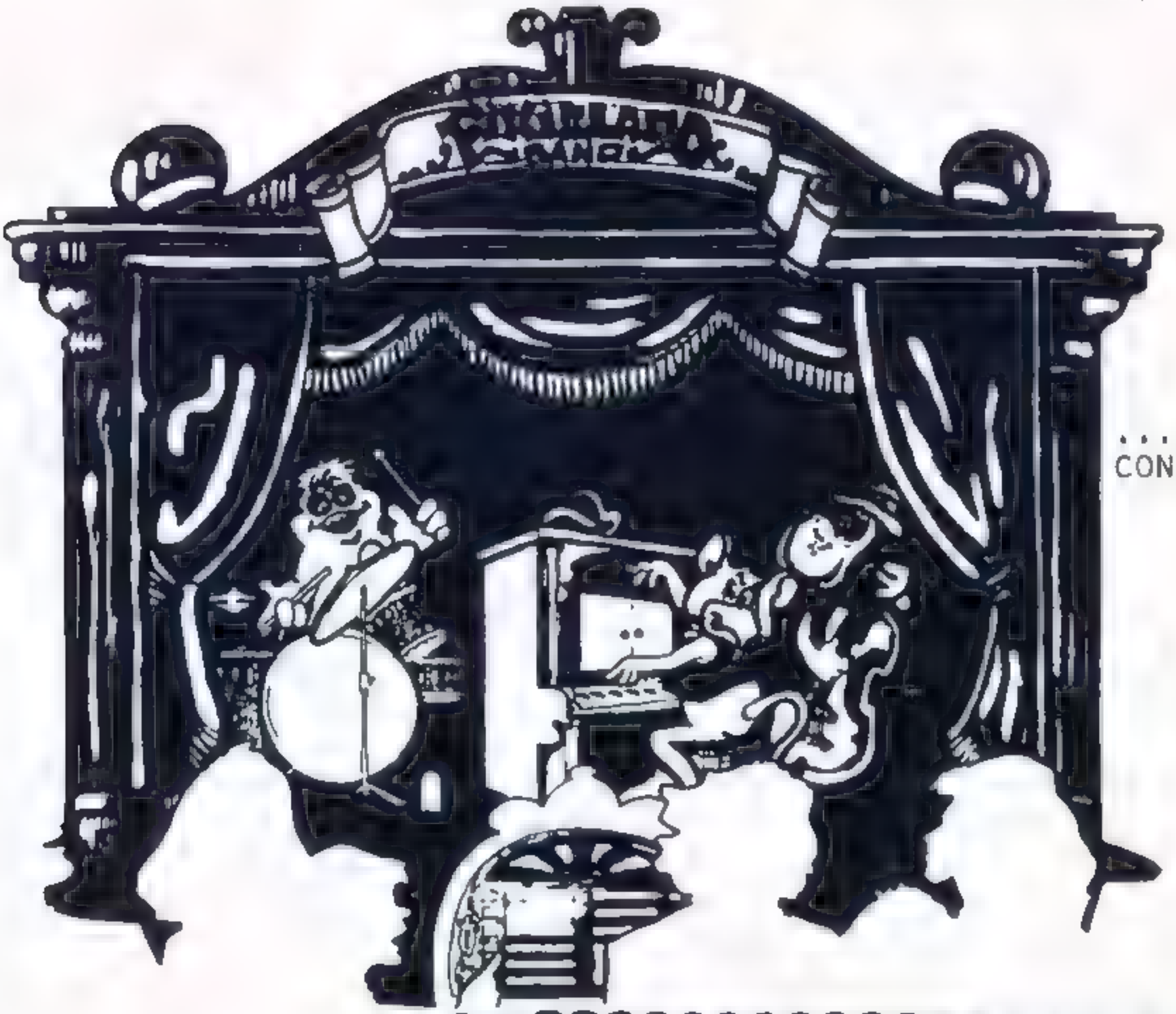
DESCRIPTION: A high tech application of an age old magic trick of the same name. The effect is that of a miniature "live" ghost image being super-imposed on a three-dimensional set. The image can be that of a human being, cartoon, or imaginary character. Software consists of a video tape.

COST OF PROTOTYPE: Example shown is on loan for the convention at no charge from Landmark, Inc.

TEST INFORMATION: Ready for test; site to be determined.

ESTIMATED ROLL-OUT COST: Unknown at this time.

"SURPRISES" - PEPPER'S GHOST



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PROJECT: LIVE ENTERTAINMENT

STRATEGY: To introduce surprises and variety into the typical stage show.

To develope a quality method of utilizing our most personal form of entertainment - the walkaround character.

DESCRIPTION: A new showtape was made using Chuck E. as the live costumed character. At peak times, this live tape would replace the regular showtape. The walkaround, using a costume designed specifically for performance, enters the showroom accompanied by a taped introduction. He dances and sings along with the characters on stage. (The cyberamic Chuck E. Cheese has been removed from the stage.) Both the tape and costume were produced by Gene Patrick Productions.

COST OF PROTOTYPE: $50,000, not including lighting

TEST INFORMATION: First performance was given Saturday, May 9, 1987 to a full house at the Arlington, Tx, Chuck E. Cheese.

SOURCE OF FUNDS: Entertainment Fund

ESTIMATED ROLL-OUT COST: $3,000 - $5,000 which includes the necessary lighting, new costume, and a copy of the tape.

LIVE ENTERTAINMENT

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PROJECT: CYBERVISION

STRATEGY: To update and consolidate our current show hardware which is nearing the end of it's useful life.

To simplify in-store operations and maintainence.

To increase our automatic controller capabilities to accomodate additional entertainnment opportunities.

DESCRIPTION: The new hardware replaces the two TASCAM 44 tape decks, the SONY SLP303 video player, the background music tape player, and the VA interface box. All the tapes currently in use (showtape, background music tape and Family Vision tape) will all be combined on one VHS Hi-Fi tape. One of the major added functions is the synchronization of video with audio. It enables a person on the video screen to converse with an animated character on stage.

PROTOTYPE COST: Feasibility prototype built in-house at a cost of roughly $10,000.00.

SOURCE OF FUNDS: ShowBiz Corporate

TEST INFORMATION: Has been in test at the Arlington Chuck E. Cheese since January 15, 1987.

ESTIMATED ROLL-OUT COST: $2,500.00 per unit. The market value of the equipment being replaced is approximately $1500.00.

CYBER VISION

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